AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1.   (Currently Amended) A method of providing model-based promotion and price computation in a system having a manufacturer computing device, a retailer computing device, a controller, a network and an auditing device, the method comprising the steps of:

[[a]] the manufacturer computing device providing promotion information to be considered in developing the promotion and price computation model wherein the promotion information includes a schedule that is encrypted;

[[a]] the retailer computing device providing price determination parameters to develop the promotion and price computation model based on the schedule of the promotion information, wherein the retailer decrypts the schedule received from the manufacturer computing device on a segment-by-segment basis such that only information from a current segment is decrypted;

developing in the controller that the promotion and price computation model from the promotion information provided by the manufacturer computing device and the price determination parameters provided by the retailer computing device to implement a promotion; [[and]]

calculating in the controller a retail price based on information provided by the promotion and price computation model; and

auditing of improperly implemented promotions.

2.   (Cancelled)

3.   (Currently Amended)   The method of claim [[2]] 1, further comprising the step of: updating the retail price based upon additional information provided by the retailer computing device.

4.   (Currently Amended)   The method of claim 3, wherein the additional information comprises additional promotion information provided by the manufacturer computing device.

5.   (Currently Amended)   The method of claim 3, wherein the additional information comprises additional price determination parameters provided by the retailer computing device.

6.   (Original)   The method of claim 3, wherein the step of updating comprises performing real-time updates of the retail price based upon the additional information, wherein the additional information comprises information received on a real-time basis.

7.   (Currently Amended)   The method of claim 6, wherein the information received on a real-time basis comprises real-time promotion information received from the manufacturer computing device.

8.   (Currently Amended)   The method of claim 6, wherein the information received <u>at the controller</u> on a real-time basis comprises real-time price determination parameters received from the retailer<u> computing device</u>.

9.   (Currently Amended)   The method of claim **[[2]]** <u>1</u>, further comprising the step of: displaying the retail price on a retail display device.

10.   (Currently Amended)   The method of claim 9, further comprising the step of: updating the retail price based upon additional information provided by the retailer<u> computing device</u>.

11.   (Currently Amended)   The method of claim 10, wherein the step of updating is performed automatically in response to either additional promotion information provided by the manufacturer <u>computing device</u> or additional price determination parameters provided by the retailer<u> computing device</u>.

12.   (Original)   The method of claim 11, wherein the step of automatically updating is performed on a real-time basis.

13.   (Original)   The method of claim 11, wherein the automatically updated retail price is passed to a look up table accessible to display devices and point-of-sale devices.

14.　(Original)　The method of claim 11, wherein the automatically updated retail price is passed directly to display devices and point-of-sale devices.

15.　(Cancelled)

16.　(Previously Presented)　The method of claim 1, wherein the promotion schedule is stored in a table.

17.-18. (Cancelled)

19.　(Previously Presented)　The method of claim 1, wherein the decryption on a segment-by-segment basis occurs according to a segment selected from the group consisting of:

a time segment, a date segment, and a promotion type segment.

20.　(Previously Presented)　The method of claim 1, wherein the decryption occurs by way of decryption keys for each segment that are passed to the retailer on a just-in-time basis.

21.　(Currently Amended)　A system for model-based promotion and price computation, comprising:

a sales controller in communication with a retailer computing device and a manufacturer computing device; and

a sales device in communication with the retailer <u>computing device</u> and the sales controller;

wherein the sales controller is configured to receive promotion information from the manufacturer <u>computing device</u> and price determination parameters from the retailer <u>computing device</u> to calculate a retail price and implement a promotion, wherein the promotion information includes a promotion schedule that is encrypted at the manufacturer <u>computing device</u>, and the sales controller decrypts the promotion schedule on a segment-by-segment basis such that only information from a current segment is decrypted;

wherein the sales device is configured to receive the retail price from the sales controller; and

wherein the sales controller is configured to audit improperly implemented promotions and send audit reports to the manufacturer <u>computing device</u>.

22.   (Previously Presented) The system of claim 21, further comprising a display controller configured to control a plurality of display devices for displaying the detail price.

23.   (Previously Presented) The system of claim 22, further comprising at least one display device for displaying the retail price communicated from the display controller.

24.   (Previously Presented) The system of claim 23, further comprising a look-up table generated by the sales controller for indicating the retail price to be displayed by the at least one display device.

25.   (Previously Presented) The system of claim 24, wherein the sales device comprises a point-of-sale (POS) device that accesses the look-up table to determine the retail price to charge.

26.   (Cancelled)

27.   (Previously Presented) The system of claim 21, wherein the promotion schedule is stored in a table.

28.-29. (Cancelled)

30.   (Previously Presented) The system of claim 21, wherein the promotion schedule may be decrypted by decryption keys received by the sales controller on a just-in time basis.

31.   (Currently Amended) A computer readable medium encoded with a program that provides model-based promotion and price computation which that when loaded into a computer the computer readable medium causes the computer to execute method comprising series of steps to be performed by a computing device stored on a computer readable medium, comprising the steps of:

receiving promotion information to be considered in developing a promotion

and price computation model wherein the received promotion information is

encrypted and includes a promotion schedule;

receiving price determination parameters to develop the promotion and price

computation model;

decrypting the promotion schedule on a segment-by-segment basis such that

only a current schedule of the encrypted promotion schedule is decrypted;

developing the promotion and price computation model from the received

promotion information and the price determination parameters to implement a

promotion, wherein the promotion and price computation model establish an

agreement between the manufacturer and the retailer; [[and]]

calculating a retail price according to the developed promotion and price

computation model developed; and

auditing of improperly implemented promotions based on the agreement.

32.   (Cancelled)

33.   (Currently Amended)   The method computer readable medium of

claim [[32]] 31, further comprising the steps of:

receiving updated promotion information or price determination parameters;

and

updating the retail price by repeating the steps of developing and setting

according to the updated promotion information or price determination parameters.

34.   (Currently Amended)   The ~~method~~ computer readable medium of claim 33, further comprising the step of:

providing the updated price to a display controller and a sales controller.

35.   (Currently Amended)   The ~~method~~ computer readable medium of claim 34, wherein the steps of updating and providing are performed on an as-needed basis.

36.   (Currently Amended)   The ~~method~~ computer readable medium of claim 34, wherein the steps of updating and providing are performed upon request.

37.   (Currently Amended)   The ~~method~~ computer readable medium of claim 34, wherein the steps of updating and providing are performed on a real-time basis.

38.   (Cancelled)

39.   (Currently Amended) The ~~method~~ computer readable medium of claim 31, wherein the promotion schedule is stored in a table.

40.-41. (Cancelled)

42.   (Currently Amended) The ~~method~~ <u>computer readable medium</u> of claim 31, wherein the decryption on a segment-by-segment basis occurs according to a segment selected from the group consisting of:

a time segment, a date segment, and a promotion type segment.

43.   (Currently Amended) The ~~method~~ <u>computer readable medium</u> of claim 31, wherein the decryption occurs by way of decryption keys for each segment that are passed to the retailer on a just-in-time basis.

44.   (Previously Presented) The method of claim 1, further comprising the retailer bypassing the promotion and price computation model and manually setting the retail price.

45.   (Previously Presented) The system of claim 21, wherein the system determines whether a promotion has been improperly implemented on the basis of a contract violation.

46.   (Currently Amended) The ~~method~~ <u>computer readable medium</u> of claim 31, further comprising the retailer bypassing the promotion and price computation model and manually setting the retail price.